

# Innovator

Leading Medical Imaging Technology into the Next Generation

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## Popcorn trends predicts for readers of *The Innovator*

medical  
industry

There are those who say that if you're going to succeed, you've got to have faith. Then there are those who say that if you're going to succeed in business you've got to have faith. Faith Popcorn, that is.

Now if you're among those who are thinking, "Faith who?", just listen to what is being said about this successful trend predictor:

*"Faith Popcorn is America's most highly regarded trend forecaster."*  
- Liz Smith, syndicated columnist, *New York Newsday*.

*"Faith Popcorn is one step ahead of anybody else. Her prescient thinking is brilliant, intriguing, and thought-provoking."*  
- Martha Stewart, Martha Stewart, Inc.

*"Faith Popcorn combines an uncanny ability to predict our futures with a vivid and lucid communication style which makes her work an important force in today's business world."*  
- Ian A. Martin, president, Grand Metropolitan Food Sector.

Faith Popcorn has also been called "The Nostradamus of Marketing" by *Fortune* magazine. So what has she done to earn all this attention? She simply studies how consumers feel today

and how they'll be feeling tomorrow, and makes predictions. Then she uses her forecasts to help her Fortune 500 clientele make smart decisions for the future. This, she and her company, BrainReserve, have been doing since 1974.

"We have about a 95 percent success rate," Popcorn said in a recent interview with *The Innovator*. She named and predicted the rise of Cocooning (people staying home and surrounding themselves with various kinds of protection from the harsh realities of the world). She predicted the coming of the Decency Decade (1990s). She foresaw the failure of New Coke.

She also has identified 10 trends, described in detail in her first book, *The Popcorn Report*, that she currently uses to help clients shape their businesses for future success. And many of these trends, she said, can be applied to help the medical industry survive expected consumer demands of the future.

For instance, *Staying Alive*, a trend that represents our hyper-quest for health, reveals that we are not only searching for a better life, but a longer one. But beneath the positivism is the negativism that no expert can be trusted. "There is a collapsing trust in traditional American medical resources," she said. Doctors are being forced to practice defensive medicine because of astronomical malpractice insurance costs and because government agencies and insurance companies question their every turn.

"People are questioning what the doctor can tell them that they don't already know," Popcorn said. "In the end we know that we're each inside our own body alone, and the final responsibility is our own. Self-health care is the future. The patient will be in charge."

She also predicts that homeopathy, reflexology, acupressure, acupuncture, biofeedback and holistic medicine will move from the fringes to the mainstream of medicine. Even aromatherapy and herbology will be incorporated into traditional treatments, or stand on their own. And Foodaceuticals — a new food industry of the future where foods are prescribed and consumed in doses for

medicinal reasons — will "blur the edges between drug therapy and nutrition."

Another of the trends she's identified, **Down-Aging**, is a reinterpretation of the definition of aging. "A kind of de-aging of every tier of society; redefining down what is appropriate behavior for your age," Popcorn explained. Look for new products that aid dexterity and increase manual skills, as baby boomers, nostalgic for their carefree childhood, find comfort in familiar pursuits.

And the **Vigilante Consumer** can also be detected on the health scene. The protest generation, Popcorn said, is coming of age as the Generation of Super-Consumers. "People are wiser now, and are raising their banner of protest against shabby products, irresponsibility and false claims," she said. "In the medical field, people are reading up on their illnesses and treating themselves. And they are treating themselves with stuff that's not 100 percent conventional."

"The drug companies are realizing that they have to listen, because there are a lot of thousand-year-old remedies that people are now using with some success," she said.

Popcorn also noted that what works for manufacturing companies also applies to the medical industry. It used to be enough to make a fairly decent product and market it, she explained. But that's not true in the '90s, where you've got to have what Popcorn calls "corporate soul." The Vigilante Consumer wants to know who you are and what you stand for. This is especially true for service-oriented hospitals, clinics, and private practice doctors whose "product" is less easy to define.

"What you need to do is form relationships with your consumers ... relationships that are based on trust, which is inspired by decency," Popcorn said. "Corporations that do good and that are good will inspire trust. And they'll find easy access to the cocoon."

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